



CURRICULUM VITAE

PERSONAL INFORMATION

Name / Surname	Múnise ALİBEYOĞLU
Adress	Pyla, Famagusta – CYPRUS
Mobile	(+90) 5428600126
E-mail	munise.alibeyoglu@hotmail.com
Nationality	Cypriot (Turkish Speaking)
Data of Birth	02.03.1982
Work Experience	15+ Years
Areas of Expertice	Corporate Social Responsibility, Project Management, Publicity & Corporate Communication Management, Media Relations, Higher Education, Communicaiton Campaign Management, Digital Marketing
Skills	Communication Management, PR, CSR, Digital Communicaiton & Marketing, Social Media Management, NGO Management, Civil Society Capasity Building, Media Relations and New Media, Press Releases and Media Brifings, Marketing Plan, SEO and Web Site Content Management

WORK EXPERIENCE

Dates	2021 November – Ongoing
Position	PROJECT MANAGER (Project Name: ‘Environmental Literacy: A Path to Sustainable Development’)
Main Activities and Responsibilities	Responsible for the overall successful management and implementation of the project and management of the administrative staff, including M&E and reporting. Responsible for project budget and cost management (Project Budget: €340.000)
Donor Institution	European Commision CYPRIOT CIVIL SOCIETY IN ACTION VII Grant Beneficiary: Famagusta Cultural Association
Sector	Civil Society

Dates	2019 January – September 2021 (Project Completed)
Position	PROJECT MANAGER (LEAD Project)
Main Activities and Responsibilities	Responsible for the overall successful management and implementation of the Action and management of the administrative staff, including M&E and reporting. Responsible for project budget and cost management (Project Budget: €180.000)
Donor Institution	European Commision INNOVATION AND CHANGE IN EDUCATION VII Grant Beneficiary: Famagusta Cultural Association
Sector	Civil Society
Dates	2018 February – Ongoing
Position	SENIOR INSTRUCTOR (Lecturer)
Provided Lectures	<ol style="list-style-type: none"> 1) Corporate Social Responsibility and Marketing Communication 2) Social Media and Communicaiton 3) Effective Communication Skills and Interpersonal Communication 4) Creating and Implementing Community Service Projects 5) Public Opinion 6) Public Relations and Community
Faculty/ies	FACULTY OF COMMUNICATION / FACULTY OF EDUCATION
Institution	EASTERN MEDITERRANEAN UNIVERSITY, Famagusta
Sector	Higher Education / State University
Dates	2016 July – February 2018
Position	MARKETING COMMUNICATION & MEDIA RELATIONS MANAGER
Main Activities and Responsibilities	Day-to-day responsibility for all kind of marketing communications for the mall, to both the consumers and the retailers. Budgeting, planning, advertising, media relations, promotion, community relations, public relations and sponsorship, event management. To assist with the brand guardianship of the mall and related sub-brands.
Institution	CITY MALL CYPRUS - SHOPPING CENTER & LEISURE, Famagusta

Sector	Retail / Mall Management
Dates	2015 February – July 2016
Position	PR & CORPORATE COMMUNICATION MANAGER
Main Activities and Responsibilities	All Communication and Advertising Activities; Media Relations and Publicity Management, Creating and Implementing Annual Marketing Plan, Managing all Visibility Activities and Promotional Materials, Event Management, Digital Communication and Social Media Management, Spokesperson, Community Relations, Sponsorship.
Institution	CYPRUS INTERNATIONAL UNIVERSITY, Nicosia
Sector	Higher Education / Private University
Dates	2013 January – February 2015
Position	MARKETING MANAGER & DIGITAL COMMUNICATION PROJECT COORDINATOR
Main Activities and Responsibilities	Brand Management, Digital Marketing & Social Media Management, Managing Web Site Projects, Management & Communication Consultancy, CRM, SEO & SEM, Copywriting & Blogger Featured Projects: (F) President of Northern Part of Cyprus Mustafa AKINCI; Election Campaign – Publicity and Digital Communication Project Co-Manager Northern Nicosia Mayor Mehmet HARMANCI; Election Campaign – Digital Communication Project Manager
Institution	INNOVIA DIGITAL Advertising Agency
Sector	Advertising, Communication, Digital Marketing, Management Consultancy
Dates	2009 September - 2010 October (<i>Left for MSc at Prague</i>)
Position	PUBLIC RELATIONS MANAGER & COMMUNICATION COUNSULTANT
Main Activities and Responsibilities	Main Areas: Publicity, Public Relations, Media Relations, Advertising, Communication, Reporting, Budgeting, Planning, Community Relations, Sponsorships, Event Management.

	Details: Communication and Media Relations consultancy and communication coordination of various European Commission, USAID and UNDP-ACT funded projects which were running under The Management Centre (6 EU and 2 UNDP-ACT Projects).
Institution	THE MANAGEMENT CENTRE - Nicosia
Sector	The Centre provides management, education, training, research, organizational development and project development services to organizations, individuals and NGOs in non-profit, private and public sectors.
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Dates	2009 - 2010 (Project Completed)
Position	COMMUNICATION & MEDIA RELATIONS CO-COORDINATOR (Bi-Communal Civic Engagement for Peace and Reconciliation Project)
Main Activities and Responsibilities	Coordinate and Manage Media Relations of the Project, Event Management and Organizing Visibility Activities and Reporting. Media Relations and Communication Consultancy (Capacity Building) for NGOs.
Donor Institution	Undp-Act: ENGAGE Civic Engagement for Reconciliation Project
Sector	Civil Society in Reconciliation
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Dates	2008 – 2010 (Project Completed)
Position	COMMUNICATION COORDINATOR (EU Funded Project)
Main Activities and Responsibilities	Project was focusing on the Empowerment of Turkish Cypriot Community Against Gender and Sexual Identity Discrimination. Responsibilities: Coordinate and report all communication and visibility actions of the project (in 6 different EU cities and in Nicosia as well)
Donor Institution	Project implemented within the scope Promotion of Youth Exchanges And Other People-To-People Contacts (Funded by the European Commission).
Sector	Human Rights and Civil Society Capacity Building
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Dates	2004 - 2009
Position	CUSTOMER RELATIONS & DIRECT MARKETING OFFICER
Main Activities and Responsibilities	As a Public Relations and Customer Care Officer: (i) To support the contractual and promotional services as first contact support through prompt response and a high level of customer service. (ii)

	To perform on phone and face-to-face diagnostics and troubleshooting, liaise with Service Provider Groups, customers and external vendors. (iii) To deal with customer complaints, queries and request of information. (iii) Effectively trains the customer to maximize the use of their system.
Institution	TURKCell GSM Company (KKTCELL)
Sector	GSM Based Telecommunication and Mobile Services

EDUCATION

Dates	2010 - 2012
Title of qualification awarded	MASTER OF SCIENCE IN 'INTERNATIONAL MANAGEMENT'
Principal subjects/occupational skills covered	Culture Management, People Management, NGO Management, Strategic Marketing, Change Management in the Organizations, Organizational Learning Management, Management Theories, Understanding Global Business Environment, Finance Management
Name and type of organization providing education	University of Teesside (Prague College)

Dates	2009
Title of qualification awarded	NON DEGREE - BUSINESS COMMUNICATIONS IN ENGLISH
Principal subjects/occupational skills covered	Communication and Language Training on: Report Writing, Management Skills, Company Meetings, Trends in English, Minute Writing, Advertising, Negotiating, Presentation, Telephoning, Business Letters
Name and type of organization providing education	London Metropolitan University, European Languages Institution, London – ENGLAND

Dates	2000 - 2004
Title of qualification awarded	BA (BACHELOR) - PUBLIC RELATIONS MANAGEMENT & ADVERTISING
Principal subjects/occupational skills covered	Public Relations, Advertisement, Social Psychology, Marketing Behavior, Human Resource Management, Marketing Communication, Management Technologies, Communication Technologies, Sociology for Communication, Company Management, Strategically Creativity for Communication, Customer Relations, Consumer Behavior, Economy.

Name and type of organization providing education	Eastern Mediterranean University, Faculty of Communication, Famagusta - North CYPRUS
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PERSONAL SKILLS & COMPETENCES

Publications	<p>Alibeyoglu, M. (2012). NGOs as Learning Organizations in Developing Societies: To what extent are NGOs Learning Organizations and to what extent they support community development in Northern Cyprus?</p> <p>ISBN-10: 3659102881 / ISBN-13: 978-3659102882</p>
Computer and Networking skills and competences	<p>Internet / Web Networking: SEO, SEM, Wordpress web page and blog editing, Facebook Ads management, Google Ads management, Instagram Ads management</p> <p>Editing: Microsoft, Adobe Photoshop</p> <p>Databases: Microsoft Excell, Google Forms & Docs</p> <p>PC Operation Systems: Windows XP, Windows Vista, Mac</p> <p>Mail Networking: Outlook Express, Google Documents, Google Drive, One Drive, Share Point</p>